

InvestHK

Quarterly Newsletter

October 2019

Asia's Global FinTech Event Hong Kong FinTech Week 2019

2019
HONG KONG
FINTECH
WEEK
4-8 Nov



This Issue 3-4 Special Feature: InnoPortal & Smart Government Innovation Lab
5-6 International Forward Calendar
7-15 Case Studies

Hong Kong FinTech Week 2019 provides an excellent opportunity to meet with FinTech experts, investors, entrepreneurs, and top-notch speakers. Explore the latest happenings such as virtual banking, InsurTech, FinTech business opportunities in the Greater Bay Area and more.

2019 Key Topics

- RegTech, SupTech & cybersecurity
- Wealth management & investment
- InsurTech
- Open APIs
- Payments
- Talent & culture - transformation
- Financial inclusion
- Greater Bay Area collaboration

Programme Highlights

4-5 November

Hong Kong (multiple locations)

FinTech Innovation Lab visits and Education Day events

6-7 November

AsiaWorld-Expo

Main conference

Topics include:

- Hong Kong FinTech ecosystem
- Digital payment
- Blockchain in finance
- Virtual banking models
- WealthTech
- InvesTech
- InsurTech
- Credit scoring & lending

8 November

Shenzhen (multiple locations)

Company visits in Shenzhen

Through company visits, presentations and business networking, participants can explore and learn from the most innovative tech companies in Mainland China.

Supportive Government

Hong Kong has emerged as the link between the East and the West in the area of FinTech. With its large financial sector and being home to many MNC's regional headquarters, Hong Kong acts as a landing pad for FinTech companies eyeing regional opportunists in Asia, and as a launch pad for Mainland FinTechs seeking international expansion. The Government has launched a host of new initiatives, including:

- Fast Payment System (FPS)
- Common QR code
- Virtual banking
- New rules for dual class listings
- Blockchain for trade finance
- Open APIs
- Fast track scheme for insurers
- Technology Talent Admission Scheme issuing 1,000 visas for technologists

Meanwhile, InvestHK and the Alibaba Entrepreneurs Fund have launched the first FinTechHK Global Competition under the JUMPSTARTER Global Pitch Competition, which aims to connect FinTech ecosystems worldwide and attract innovative FinTech startups to Hong Kong. Semi-final competitions are held in London, Toronto, San Francisco, Kuala Lumpur, Shenzhen and Hong Kong, while the final competition will be held during the Hong Kong FinTech Week.

Dedicated FinTech Team

InvestHK's dedicated FinTech team in Hong Kong with correspondents located in Mainland, London and San Francisco aims to attract top innovative FinTech enterprises, startup entrepreneurs, investors and other stakeholders from all over the world to Hong Kong and assist them to establish their presence here. The team provides practical support and information on, setting up (office, visa applications, and bank account), introduction to regulators, networking and public relations and marketing support, etc.

For the latest updates and details about the Hong Kong FinTech Week, please visit www.fintechweek.hk or follow InvestHK on social media:



@HongKongFinTech / #HKFintechWeek



<https://hk.linkedin.com/company/hong-kong-fintech-week>



<https://bit.ly/2TJJB2t>



InnoPortal - Facilitating Startups to Provide Innovative Technology Solutions to the Government

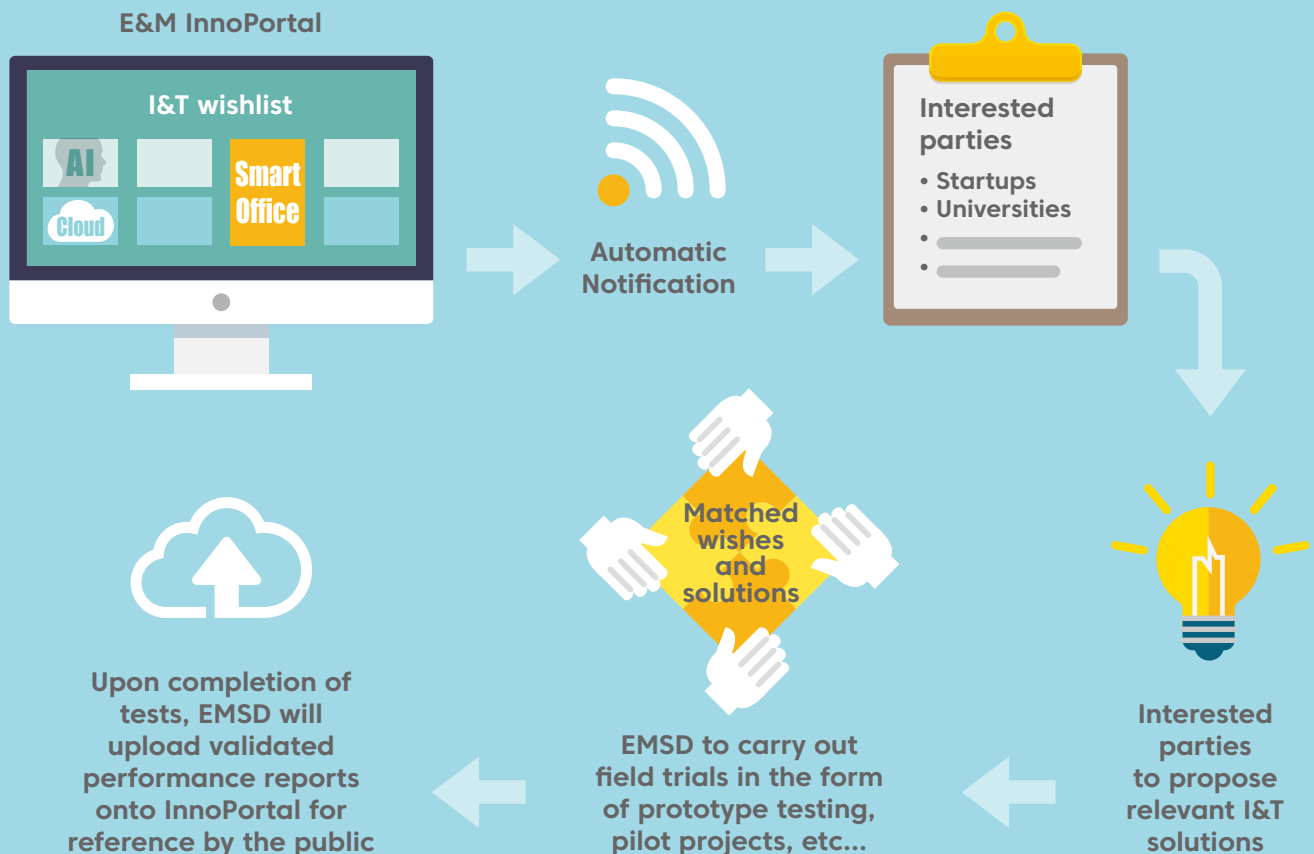
The Government has long been promoting the application of new technology in a wide range of Government services, the Electrical and Mechanical Services Department (EMSD) and the Office of the Government Chief Information Officer (OGCIO) have been appointed as the Innovation Facilitators to help with the adoption of innovative electrical and mechanical (E&M) solutions and information technology (IT) solutions in the Government respectively.

In support of the directive of 2017 Policy Address on development of innovation and technology (I&T), the EMSD launched an online platform, the E&M InnoPortal, in March 2018.

The E&M InnoPortal on one hand helps Government departments and public organisations identify opportunities and solutions to enhance their services with new technologies, while at the same time universities, I&T startups and small and medium enterprises (SMEs), leveraging Government facilities as a testing ground, can make use of the opportunity for live trial of their products and gain experience from field trials to refine and prove their solutions.

Upon completion of the trials, the universities, I&T startups or SMEs will receive objective and impartial performance reports from the EMSD, so that other stakeholders may also refer to the

How it works...



reports in trying or adopting these solutions, thereby helping the further promotion of the solutions for wider applications. The EMSD established the E&M InnoZone in its headquarters building in September 2018 for showcasing I&T solutions and products under the E&M InnoPortal.

The EMSD has also been organising conferences and seminars called I&T days, in which the I&T sectors are invited to introduce their I&T solutions to EMSD, other Government departments, public bodies and more to explore collaboration opportunities. Recently, two I&T Days were held on 11 June and 6 August 2019, attracting more than 300 and 600 participants respectively. More I&T days will be organised to look for more collaboration opportunities.

Latest Development



**as of end July 2019*

Smart Government Innovation Lab

In addition to the InnoPortal, the OGCIO set up a Smart Government Innovation Lab in April 2019 to provide a platform to connect Government departments with the IT sector, particularly startups and SMEs, to help departments leverage on the innovation and technical solutions from the industry to formulate innovative measures for enhancing the quality and efficiency of public services.

Moreover, in line with the 2018 Policy Address, the Government has promulgated the pro-innovation policy for procuring services in April 2019. As a general rule, tenderers' experience should not be set as an essential requirement and the importance of the technical evaluation was increased. In short, tenders with innovative suggestions will now stand a better chance of winning Government contracts.

The E&M InnoPortal, Smart Government Innovation Lab and the pro-innovation policy for procuring Government services are just some of the many initiatives and supporting schemes to promote the commercialisation of the results of research and development as well as facilitates Government departments and public organisations to identify I&T solutions through the application of new technologies, thus promoting the development of a smart city.

Riding on the progress made, the Government will continue to strengthen and improve existing measures and introduce more business friendly policies especially for startups and SMEs.

InnoPortal

<https://inno.emsd.gov.hk/en/home/index.html>

Smart Government Innovation Lab

<https://www2.smartlab.gov.hk/en/index.xhtml>

OCT

2-4	South Summit <p>The Summit connects the most disruptive startups with worldwide investors and corporations seeking to improve their global competitiveness through innovation. InvestHK is the Summit's corporate partner and will have a booth at the event in conjunction with HKETO in Brussels, HKTDC and Cathay Pacific. InvestHK's representative will speak at the Summit.</p> <p><i>Location: La N@ve (Calle Cifuentes 5), Madrid</i> <i>Organiser: Spain Startup in collaboration with the City of Madrid</i> ■ southsummit.co</p>
11-12	Food's Future Summit 2019 <p>The event will offer talks, discussions and showcases with experts and conscious consumers with the objectives to create a sustainable ecosystem in the culinary and food world.</p> <p><i>Location: Asia Society Hong Kong Centre</i> <i>Organiser: Foodie Group</i> ■ foods-future.com</p>
15-16	High Tech Venture Days <p>The event focuses on technological areas covering distributed energy, smart cities, green mobility, additive manufacturing and industry 4.0.</p> <p><i>Location: Die glaeserne Manufaktur</i> <i>Organiser: HighTech Startbahn GmbH</i> ■ hightech-venture-days.com</p>
18	"Hong Kong: Your Gateway into Asia" Seminar and Luncheon <p>The event aims to update local enterprises on Hong Kong's business environment, tax and financing advantages, and encourage them to expand their business globally via the city.</p> <p><i>Location: Lima, Peru</i> <i>Organisers: InvestHK, Lima Chamber of Commerce</i></p>
	CIETAC's Inaugural Greater Bay Area Summit <p>The summit will focus on ways in which dispute resolution professionals, government and business leaders can deepen cooperation to leverage the composite advantages of Hong Kong, Macao and Guangdong.</p> <p><i>Location: Hong Kong Ocean Park Marriott Hotel</i> <i>Organiser: China International Economic and Trade Arbitration Commission (CIETAC)</i> ■ hkarbitration.files.wordpress.com/2019/08/cietacs-inaugural-greater-bay-area-summit-english-1.pdf</p>
24-25	AUSTRIA CONNECT Greater China 2019 <p>The annual conference will focus on new opportunities and challenges China's changing environment may entail for Austrian companies doing business in Asia and the world.</p> <p><i>Location: Hong Kong Ocean Park Marriott Hotel</i> <i>Organiser: Advantage Austria Hong Kong</i> ■ advantageaustria.org/cn/events/AustriaConnect_Greater_China_2019.en.html</p>
29	Hong Kong Association Membership Lunch <p>This annual event is designed to provide updates on the current business scene in Hong Kong, with a particular focus on opportunities for UK business, both in Hong Kong and the wider region.</p> <p><i>Location: The Langham, Portland Place, Regent Street, London</i> <i>Organiser: Hong Kong Association</i> ■ www.hkas.org.uk</p>

	Hong Kong Dinner 2019 <p>This annual event aims to strengthen the long-standing relationship between Hong Kong and the UK. Over 400 British business leaders and senior government officials are expected to attend.</p> <p><i>Location: The InterContinental London Park Lane, London</i> <i>Organiser: Hong Kong Trade Development Council</i> ■ www.hktcdc.com</p>
30	Investment Seminar in Seoul <p>This seminar aims to provide Korean investors with latest information on business setup in Hong Kong.</p> <p><i>Location: Korea Chamber of Commerce and Industry (KCCI), Seoul</i> <i>Organisers: InvestHK, KCCI</i></p>
	The Future of Trade - an Asia House Conference <p>Leading figures from government, business, academia and the media will join delegates from a wide range of sectors to explore the forces shaping the future of trade.</p> <p><i>Location: Hong Kong Stock Exchange</i> <i>Organiser: Asia House</i> ■ asiahouse.org</p>
31	China Israel Business Summit 2019 <p>Themed with "Made in China 2025", the Summit analyses the key business issues affecting Israeli companies in 2019 and initiatives to strengthen China's trade relations with countries located along the Belt and Road, including the State of Israel.</p> <p><i>Location: Leonardo City Tower Hotel, Tel Aviv</i> <i>Organiser: Meda Conference</i> ■ meda-conferences.com/convention/china-summit</p>

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4-7	Web Summit Conference 2019 <p>The Conference covers topics on internet technology, emerging technologies, and venture capital, etc. A cocktail networking event will be organised by InvestHK on 5 November.</p> <p><i>Location: Altice Arena, Lisbon</i> <i>Organiser: Web Summit</i> ■ websummit.com</p>
4-8	Hong Kong FinTech Week 2019 <p>The world's first cross-border FinTech event and one of the largest conferences on the calendar, the event attracts those are shaping the future of financial services by driving a technological revolution in the industry across Asia and globally.</p> <p><i>Location: Hong Kong and Shenzhen</i> <i>Organiser: InvestHK</i> ■ hongkong-fintech.hk/en/home.html</p>
5-8	32nd LAWASIA Conference <p>The Conference is a platform for the convergence of bar leaders, jurists, professional organisations and individual lawyers from across Asia Pacific and is designed to facilitate the discussion of regional developments in law.</p> <p><i>Location: JW Marriott Hotel Hong Kong</i> <i>Organisers: LAWASIA, The Law Society of Hong Kong</i> ■ lawasia2019.com</p>

5-10	China International Import Expo (CIIE) CIIE facilitates countries and regions all over the world to strengthen economic cooperation and trade, and to promote global trade and world economic growth in order to make the world economy more open. <i>Location: National Exhibition and Convention Centre, Shanghai</i> <i>Hosts: Ministry of Commerce of the PRC, Shanghai Municipal People's Government</i> ■ ciie.org/zbh/en	2-7	Business of Design Week (BODW) BODW will bring some of the world's most outstanding design masters and influential business figures to Hong Kong and provide a valuable platform for business and creative leaders to exchange ideas, network, and explore new business opportunities. <i>Location: Hong Kong Convention and Exhibition Centre</i> <i>Organiser: Hong Kong Design Centre</i> ■ bodw.com/en
6-9	MESSE NAGOYA 2019 A comprehensive exhibition that showcases products and services of Japanese and overseas exhibitors. InvestHK will have a booth at the event. <i>Location: Port Messe Nagoya, Nagoya, Aichi Prefectural</i> <i>Organisers: Aichi Prefectural Government, City of Nagoya, Nagoya Chamber of Commerce & Industry</i> ■ messenagoya.jp/english	3	German-Chinese Business Forum The German-Chinese Business Day 2019 is DCW's annual flagship event, bringing together stakeholders from business, public and government sectors to discuss on the challenges and opportunities in the bilateral relations. <i>Location: Borussia Park Moenchengladbach, Germany</i> <i>Organiser: Deutsch-Chinesische Wirtschaftsvereinigung (DCW)</i> ■ dcw-ev.de/de/veranstaltungen/veranstaltungsuebersicht.html
17-23	Hong Kong Maritime Week (HKMW) The fourth HKMW will feature a myriad of diversified and fun-filled activities to unite and showcase the Hong Kong maritime industry as a strong cluster and promote Hong Kong as a preferred base for operating maritime business. <i>Location: Hong Kong</i> <i>Organisers: Hong Kong Maritime and Port Board, co-organised by Hong Kong Shipowners Association and the Hong Kong Maritime Museum, with HKTDC and InvestHK as partners</i> ■ hkmmw.hk	3-4	FinTech Connect 2019 The event provides a platform for FinTechs to accelerate dialogues with digital buyers in the fields of digital transformation, payments, financial security and more. <i>Location: ExCeL, Royal Victoria Dock, 1 Western Gateway, London</i> <i>Organiser: FinTech Connect</i> ■ fintechconnect.com/events-london
21	China and Hong Kong Business Awards The Netherlands Hong Kong Business Association (NHKBA) and the Netherlands China Business Council (NCBC) will jointly present the China and Hong Kong Business Awards 2019 to well-performed Dutch companies in the past 24 months. InvestHK is the event's corporate partner. <i>Location: Kasteel de Wittenburg, The Hague</i> <i>Organisers: NHKBA, NCBC</i> ■ nhkba.nl	9	TEDxAmsterdamWomen 2019 Award Ceremony This annual startup award for female entrepreneurs offers promising startups the opportunity to pitch their company. InvestHK is the event's corporate partner. <i>Location: Tropenmuseum, Amsterdam</i> <i>Organiser: TEDxAmsterdamWomen</i> ■ tedxamsterdamwomen.nl/start-up-awards
	Japanese Community Networking Reception This networking reception is to thank Japanese companies for their contribution to Hong Kong. <i>Location: Hong Kong</i> <i>Organiser: InvestHK (by invitation only)</i>	12	Annual Reception This networking reception is to thank Mainland and overseas companies for their contribution to Hong Kong. <i>Location: Hong Kong</i> <i>Organiser: InvestHK (by invitation only)</i>
21-22	Payment Asia Summit 2019 (PAS) The event will gather delegates from across the industry to address the latest market and regulatory conditions across Asia, cutting-edge payment, applications of new AI and more. <i>Location: Shangri-La Hotel, Shenzhen</i> <i>Organiser: Duxes Information & Technology PLC</i> ■ www.duxes-finance.com/payment		

See more events at



Integrate AI Technology into our Daily Lives

Established in Shanghai in 2001, advanced AI solutions provider Xiao-i has recently set up its regional headquarters in Hong Kong.



“Hong Kong is the ideal place for Mainland enterprises to go global.”

Max Yuan
Founder & Chairman
Xiao-i

Specialised in developing B2B artificial intelligence (AI) solutions, Xiao-i has always been positioning their AI technology as the “brain” behind businesses driving their digital transformation. The company has offered their AI solutions, particularly in the fields of conversation and human-machine interaction, to over 1,000 large businesses and government organisations in Mainland China. Currently, over 80 percent of the top 50 banks in the Mainland are using Xiao-i chatbot customer service solutions.

In Hong Kong, Xiao-i first established its research and development (R&D) centre in Hong Kong Science Park in January 2017. In November 2018, the company opened its Asia Pacific headquarters and AI Experience Centre in Central, the heart of the city. Sitting in the newly launched showroom, Max Yuan, Founder and Chairman explained why Xiao-i had decided to set up its regional headquarters in the city. “Hong Kong is a well-developed international city with an open economy. Its top financial centre status and world-renowned universities provide us a concrete foundation to begin our international journey here.”

“Mainland China and Hong Kong share a strong cultural affinity. With the city

offering a more international platform and experience, I believe it’s the ideal place for Mainland enterprises to go global,” he added.

According to Yuan, Hong Kong can leverage on its geographical advantage, sophisticated financial market, transparent government administration, and robust economy to complement the strong support from the government to develop itself into a smart city. Together with the solid experience that Xiao-i has gained over the years in integrating AI solutions to an array of industries in Mainland China, Yuan strongly believed the company could collaborate with the government to complete ‘the last mile’ of transforming technology as a vague concept to a genuine daily experience for everyone.

Other than Hong Kong, Xiao-i also has offices in Shenzhen and Guangzhou. Looking ahead at ample opportunities coming up in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Yuan is planning to nurture around 1,000 AI talents in the area by working with local universities. “The GBA provides a wide spectrum of scenarios for AI professionals to execute their solutions. Other than developing our own professionals, I’m sure

we can also attract talents from around the world to work here,” Yuan enthused.

Starting from Xiao-i setting up their R&D centre in Hong Kong, InvestHK has been providing support in work visa application, networking opportunities, and information on various government funding schemes.

Xiao-i

- AI technologies and application company established in Shanghai in 2001
- Opened its Asia Pacific headquarters and AI Experience Centre in Hong Kong in 2018

 xiao-i.com

Watch the video:



UK FinTech Company Offers Personalised Financial Services Solutions

Eyeing the tremendous potential in Asia, Ebury established their presence in Hong Kong in 2018 to tap on the thriving FinTech ecosystem in the region.

With 25 offices in major international cities serving over 40,000 clients around the world, Ebury provides financial services to corporations and small and medium enterprises (SMEs), which includes short term lending, foreign exchange (FX) services, cash management and risk management solutions. In 2018, Ebury opened their Hong Kong office after obtaining the Money Service Operators (MSO) license, allowing the Hong Kong team to provide competitive foreign exchange services to local companies.

An Ideal Place for FinTech Growth

According to Edmond Tam, Hong Kong Country Manager, Hong Kong is an exciting FinTech hub. "The Hong Kong SAR Government has been proactive in launching various FinTech initiatives over the last few years, such as virtual bank licenses, Faster Payments System (FPS) and the annual Hong Kong FinTech Week." These have changed the perception of digital financial products and have gained positive recognition in

the local community; thus increasing the acceptance of the innovative services offered by Ebury.

"In addition to a supportive government, many of our clients are importers with strong ties to Hong Kong and other markets in Asia. The city is the perfect location for expansion into Mainland China and the Asia Pacific region," Isabel Ye, Director of China Initiatives, added.

Ebury differentiate themselves from traditional banks by providing tailored services that keep them ahead of the highly competitive market. "On top of technological innovation, our dedicated staff always strive to provide excellent service to our clients. The Hong Kong team has brought in an outstanding perspective and strength to build a culture of trust amongst the local business community," Tam added.

InvestHK has been providing Ebury support since the beginning of incorporation. The team has been able to access many business opportunities through InvestHK's extensive network and increase their company profile in the local community.



“

The Hong Kong SAR Government has been proactive in launching various FinTech initiatives over the last few years. ”

Edmond Tam
Hong Kong Country Manager
Ebury

Ebury

- Ebury currently has 25 offices located in Europe, the US, Middle East, Australia and Asia, and two more offices to be launched in Shanghai and Singapore
- Hong Kong office has a team of 12 staff to handle client relations, back-office and management

 ebury.com

Freshly Brewed Story Every Morning

SCMP Morning Studio draws upon the publisher's resources to forge new paths in storytelling.



For more than 116 years, the South China Morning Post (SCMP), a leading global media company headquartered in Hong Kong, has been the authoritative and trusted source for information for news consumers around the world. In 2018, a dedicated creative unit, Morning Studio, was incorporated to reach out to an even wider audience providing a full toolbox of offerings, including custom publishing, event curation and content solutions.

"Morning Studio was created to tell your brand's stories," explained Karrie Lam, Vice President, Sales and Marketing Solutions at SCMP. "It lives in the pulse of SCMP – we were born to be a content creator. Our vision is to translate Asia to the rest of the world. The brand stories we create will reach millions of global readers through SCMP.com by the same delivery, insight and artificial intelligence (AI) powered distribution that you would expect from SCMP."

In less than a year since its inception, Morning Studio has garnered top talent from international news organisations

and publishers, including world class journalists, storytelling experts, brand strategists, multimedia designers, and audio and visual specialists. As a vibrant city that embraces different cultures and creativity, Hong Kong is a magnet for talent from every corner of the globe. "With Hong Kong as the headquarters of SCMP, we are proud to have incorporated this award-winning group to pioneer the next frontier," said Lam.

Audience Engagement is the Key

She sees a seismic shift in how content is created and consumed as audiences increasingly gravitate towards digital platforms that allow them to easily manage their information consumption. "Engagement becomes a very important key performance indicator," noted Lam. "Media companies now invest in developing engaging videos, infographics and animation, as well as AI and search engine optimisation for better distribution. We can see how many people are reading a story at a given time, how long they stay

on a page and where they navigate to next. Digital publishing also allows the media company to respond in real time."

Lam believes that as Morning Studio evolves, it will expand by building stronger communities through thought leadership programmes. "Morning Studio MasterClass is one of the best examples showcasing our commitment to offer insights, trends and best practices across different topics," she explained. "These include engaging online videos, effective content distributions as well as a cautious commitment to captivate Gen Z audiences."

She looks to InvestHK to help global and regional marketers understand that SCMP has progressed beyond a traditional publishing house through its publicity support, networking events and resource of potential suppliers. "We are a media tech company that combines quality content, audience data and insights to deliver the best marketing performance for brands," Lam stated.

“With Hong Kong as the headquarters of SCMP, we are proud to have incorporated this award-winning group to pioneer the next frontier.”

Karrie Lam

**Vice President, Sales and Marketing Solutions
SCMP**

South China Morning Post (SCMP)

- Established in 1903 and headquartered in Hong Kong with a total of 1,000 staff members
- Morning Studio is a dedicated creative team of 20 staff to implement branded content, custom publishing, event concepts, and creative solutions

 morningstudio.scmp.com

China Huadian Corporation Ltd Set up its Corporate Treasury Centre in Hong Kong

The move is instrumental for the company to go global and to manage the group's overseas capital and financing activities.



Former Executive Director of the Hong Kong Monetary Authority, Vincent Lee (left) and the Chief Accountant of China Huadian, Mr Shao Guoyong (right).

“ Hong Kong plays an important role in the Belt and Road initiative by offering a comprehensive range of financial and professional services. This is truly beneficial for Mainland Chinese companies to manage their overseas business. ”

Shao Guoyong
Chief Accountant
China Huadian Corporation Ltd.

China Huadian Overseas Asset Management Company Limited is owned by China Huadian Corporation Ltd (China Huadian), a state-owned power generation company administered by the State-owned Assets Supervision and Administration Commission of the State Council.

China Huadian Overseas Asset Management Company Limited was incorporated in Hong Kong on 21 March 2018. As China Huadian's only overseas asset management and financing platform, China Huadian Overseas Asset Management Company Limited is responsible for managing the treasury activities of the group's overseas companies, including account management, capital management, capital settlement, financing management, risk management and trusteeship of overseas bonds.

According to Shao Guoyong, Chief Accountant, Hong Kong is closely connected to both the Mainland and overseas markets and is well-positioned to become one of the world's leading hubs for investment, financing and asset management for infrastructure projects. “Hong Kong plays an important role in the Belt and Road initiative by offering a comprehensive range of financial and professional services. This is truly beneficial for Mainland Chinese companies to manage their overseas business as well as enhancing their capital efficiency and risk management strategies.”

Shao also noted that the Hong Kong government introduced a concessionary tax regime to promote the setup of corporate treasury centres (CTCs) in the city; in addition, the “Pilot Bond Grant Scheme” offering support to eligible first-time bond issuers. All these policies have contributed to creating a favourable operating environment for Mainland companies which have been set up in the city.

Riding on the tremendous opportunities arising from the Belt and Road initiative, China Huadian is planning to expand its international footprint extensively over the coming years. China Huadian Overseas Asset Management Company Limited, being the group's CTC, provides financial services to the group's members in a numerous overseas countries and regions, including Spain, Indonesia, Singapore, Vietnam, Cambodia and Canada. At the end of 2018, China Huadian has launched global co-operation plans in over 30 countries and regions.

According to Shao, Hong Kong's world-class professional and multinational talent pool can help companies to quickly achieve their management goals and expand their businesses. The city's highly mobile and transparent labour market allows companies to find the right talent to grow with the company together.

Although the CTC is still in its early stage of development, it's already planning to

strengthen its workforce by stepping up its local recruitment effort. Its long-term goal is to provide a comprehensive range of financial services allowing the team to manage the overall capital flow for the group and act as the corporate treasurer for both the group and the group's overseas members.

“I'd like to say a big thanks to InvestHK for all their support and liaison with various government departments for us both before and during our incorporation process,” Shao concluded.

China Huadian Overseas Asset Management Company Limited

- China Huadian owns two companies listed on the Hong Kong Stock Exchange, namely Huadian Power International Corporation Limited (01071.HK) and Huadian Fuxin Energy Corporation Limited (0816.HK)
- In 2018, the company issued its first overseas bonds in Hong Kong

 eng.chd.com.cn

Hong Kong - a Wonderland for Marketers

The Trade Desk empowers advertising buyers with data driven insight for more targeted media purchases.

“Hong Kong is home to many multinational iconic brands, which makes it a centre of gravity for advertisers and marketers.”

Troy Yang
Senior Vice President, North Asia
The Trade Desk



The swift pace of technological advancement impacts every industry, including traditional ones such as advertising. The Trade Desk was established to empower ad buyers through a demand side platform tool, allowing them to use data driven insights to effectively plan, forecast and purchase digital media. In just a decade, it has become a leader in programmatic advertising, facilitating advertisers to target specific customers across different media channels and devices. Since it listed on NASDAQ in 2017, it has become one of the world's fastest growing and most profitable advertising technology companies.

With 23 global offices, the Hong Kong office opened in 2015 and concentrates on business development, sales, marketing and technical support with a team of 45 members now. "Hong Kong is home to many multinational iconic brands, which makes it a centre of gravity for advertisers and marketers," said Troy Yang, The Trade Desk's Senior Vice President for North Asia. "The largest global agencies are all here. Hong Kong is also a gateway to Mainland China. Brands and agencies here have been keen to learn more following the general

availability of our Chinese inventory with Baidu, Alibaba and Tencent, which lets brands outside buy advertising inside Mainland China."

A Media and Creative Centre

Yang, himself a native of Hong Kong, feels that the city is conducive to The Trade Desk flourishing. "The city's role as a media and creative centre relies upon openness to ideas and talent, and the interplay and connection with cities and countries across the region," he stated. "There is a wealth of talented Hong Kongers, thanks in no small part to the universities, but there is also openness to expertise from outside the city. For colleagues who moved to Hong Kong, the view from our office in Pacific Place is a persuasive argument in itself that the city is a great place to live and work."

With plans to expand its engineering and client facing teams, The Trade Desk offers regular events and open days to anyone interested in learning more about programmatic advertising. "Hong Kong has a crucial role to play in the growth of our company," affirmed Yang. "It is an important market in its own right, as a hub for regional marketing. It is well connected with Japan

and Korea, which makes it a logical choice to base operations for North Asia. This role is redoubled in the context of Mainland China, given the value of Hong Kong as a gateway for all our activities in Mainland China."

The Trade Desk

- Founded in 2009 in Ventura, California, its Hong Kong office opened in 2015 and serves as a hub for Greater China and North Asia as well as its regional marketing base
- The NASDAQ traded company has 23 global offices and more than 800 employees dedicated to empowering buyers of advertising through a cloud-based demand side platform

🌐 thetradedesk.com

A Trusted Gemmology Resource

The Gemmological Institute of America expands its laboratory in Hong Kong to better support the thriving jewellery market in the region.



When choosing diamonds, one always look for the quality of 4Cs – colour, clarity, cut and carat weight. This world recognised International Diamond Grading System™ was in fact invented by The Gemmological Institute of America (GIA) in 1953. This independent non-profit institute has been offering knowledge, setting standards and supporting education in precious gems and jewellery since its establishment in the US in 1931.

Thanks to Hong Kong's population of 7.3 million and 56 million annual visitors, plus proximity to Mainland China's growing consumer market, complement with its large talent pool, and the proliferation of trusted jewellery retailers in the city, GIA began offering laboratory services in Hong Kong in 2008. It went on to establish a full grading laboratory in 2010 to focus on gem grading, identification reports and certification. Today, along with its recently expanded Kowloon Bay laboratory housing more than 200 staff, the second largest laboratory out of the headquarters in the US, GIA offers a service centre in Central to facilitate convenient stone drop-off and pick-up for its clients.

"Hong Kong is one of the most important gem and jewellery centres in the world, making it an important location for GIA," explained Thomas Moses, Executive Vice President and Chief Laboratory and Research Officer. "As demand for our services increased, we expanded our capacity for laboratory services in Hong Kong to better meet the needs of our clients. The services will remain the same: evaluation of D to Z and yellow diamonds, coloured stones and pearls. We plan to further expand our staff over the next two years."



The services that InvestHK provides are most useful for anyone seeking to expand in Hong Kong. ”

Thomas Moses
Executive Vice President and
Chief Laboratory and Research Officer
The GIA Laboratory

An Educational Resource

Alongside its testing and certification services, GIA sees itself as an educational resource for those who wish to learn more about gemmology. "GIA has offered education programmes in Hong Kong since 1994 – we recently celebrated our 25th anniversary," noted Moses.

Moses feels that InvestHK has helped pave the way for GIA's expansion as it grew. "Our goal is always to provide excellent service to our laboratory clients and students," he stated. "We will continue to monitor the market and needs of the industry so that we can provide those services as we work to advance our consumer protection mission. That said, the services that InvestHK provides are most useful for anyone seeking to expand in Hong Kong."

Gemmological Institute of America – The GIA Laboratory

- Founded in 1931, its Hong Kong laboratory is the second largest outside of its California headquarters
- Since its establishment in 2010 with 40 graders, the Hong Kong lab has grown to more than 200 employees
- The GIA school in Hong Kong offers day and night classes in gemmology and jewellery design

 gia.edu

Taking a Bite out of Email Protection

Barracuda Networks' cloud enabled email and data security is poised for growth in the Asia Pacific Region.



“Hong Kong is the ideal place for a regional head office, as the city offers a wealth of talent and opportunity.”

James Forbes-May
Vice President, Sales,
Asia Pacific & Japan
Barracuda Networks

Barracuda Networks was established 16 years ago to offer email protection. While its founders were running an Internet Service provider they realised they couldn't find an affordable spam-blocking product. This is when, the California headquartered company, realised the Silicon Valley dream as the need for affordable email protection exploded. It has since acquired other technology, though its business as a global provider of cloud enabled email security and data protection solutions remains at its core.

“About one billion emails per day go through a Barracuda device,” stated James Forbes-May, Vice President, Sales, Asia Pacific & Japan, Barracuda Networks. “Cyber criminals are getting smarter and are targeting employees directly. With the recent data breaches and fines of major corporations around the world, more people recognise the importance of data protection. Data has become the new oil or gold, and we fiercely protect a company's important assets. There are so many ways data can be used for good, but there are major ramifications when it is in the wrong hands.”

An Ideal Place for Regional Head Office

Although Barracuda was established in Hong Kong seven years ago, it did not set up a physical office until 2019 after the company transitioned from a public listed entity back to a private organisation. “We have experienced our best growth since becoming private,” noted Forbes-May. As the regional headquarters for Barracuda, the Hong Kong office is home to sales, renewals, marketing and recruitment, with the potential for order processing and finance as the business scales upwards.

“Hong Kong is the ideal place for a regional head office, as the city offers a wealth of talent opportunity,” Forbes-May said. We hire team members who are adaptable, fluid and can deal with challenge. “Hong Kong's population of over seven million, it is a diverse community with high education standards and opportunities to go abroad to continue studies, gives employers like us more versatile, open eyed candidates with Asia Pacific points of view,” he added.

Having worked with InvestHK for more than a decade, Forbes-May sees it as an invaluable service for networking opportunities, employment visa applications and local advice. “InvestHK is helpful, patient and business friendly,” he said. “We have appreciated the partnership with them as we expanded in Hong Kong.”

Barracuda

- Founded in 2002 in Los Altos, California, Barracuda Networks provides email security and management, network and application security, and data protection services in a cloud environment
- Its Hong Kong regional headquarters established a physical office in 2019 and has grown to 25 staff members

 barracuda.com

Meals at the Door

Deliveroo brings the city's best restaurants to busy Hong Kong people through developments such as delivery-only kitchens, food markets and options for delivery for hotels and corporations.



“It is great to start a business in Hong Kong as it consists of a highly trained, well-educated skilled workforce. Hong Kong people are tech savvy and receptive of new ideas.”

Brian Lo
General Manager
Deliveroo

Hong Kong is renowned for offering a sensational smorgasbord of restaurants to suit every craving. At the same time, busy lifestyles are changing the way people eat. Brian Lo, General Manager of Deliveroo Hong Kong and Taiwan, saw an opportunity to bring the UK headquartered company's food delivery service to his hometown. After launching Deliveroo Hong Kong in late 2015, it has rapidly grown to become a major player with more than 60 percent market share.

“Technology is at the heart of Deliveroo. We have a system that is based on a powerful predictive technology that evaluates the most efficient way of distributing orders, and has already helped cut average delivery time by nearly 20 percent. Our data insights also help improve restaurants' efficiency when preparing meals,” said Lo.

F&B Revolution

Deliveroo is expected to increase from 4,000 to 6,000 partner restaurants by the end of 2019; according to studies, its service can help establishments increase their revenue by 30 percent on average. By the end of 2019, it will reach 17 out of Hong Kong's 18 districts. For restaurants that do not have a physical presence in certain districts, it offers

Editions, its delivery-only kitchen, to support partners' food preparation. Deliveroo designs and builds the kitchens that are suitable for its partner restaurants - meaning restaurants can simply move in and start preparing amazing meals to be delivered across Hong Kong. Editions helped partner restaurants increase their revenue by up to 400 percent, with tailored items that respond to the tastes and preferences of each district's customers.

Further, Deliveroo Food Market is a direct to consumer retail location with a walk-in kitchen space that helps partner restaurants launch new dining concepts. Situated in Sai Ying Pun, the Food Market offers five restaurants and 18 dining concepts. “We are exploring new partnerships with student unions and looking at how to further scale the Food Market success across Hong Kong,” said Lo. Meanwhile, Deliveroo for Business provides additional restaurant options for hotel room service, corporate events and office snacks, while Restaurant Home and Marketer, an online service performance feedback portal and tool, allows restaurants to have more control over business by tailoring promotions.

Hong Kong is the perfect place for entrepreneurs. “It is great to start a business in Hong Kong as it consists of

a highly trained, well-educated skilled workforce,” Lo said. “Hong Kong people are tech savvy and receptive of new ideas. The city is the place where I grew up. All foodies, young and old alike, are becoming an increasingly important part of our customer base. The same goes for corporates and SMEs who want to do a much better staff retention by providing food in the workplace as incentives. I am glad to be part of this F&B revolution.”

Deliveroo

- Founded in 2013 and headquartered in London, Deliveroo is a food delivery service provider that currently operates in more than 500 cities across the globe
- Since it launched in 2015, Deliveroo Hong Kong currently employs 120 staff with 4,000 self-employed riders

 deliveroo.hk

Building on Hong Kong's Financial Strengths

Shanxi Securities International Financial Holdings Limited acts as the bridge to help Mainland companies to go global.

In recent years, Shanxi Province has been experiencing a rapid economic growth. To further enhance its development, it is important to leverage on mature capital market to catalyse and mobilise various investing and financing activities. Shanxi Securities Co. Ltd. (SSL) through acquisition and capital injection into Gelin Dahua Futures (Hong Kong) Limited (renamed as Shanxi Securities International Financial Holdings Limited (SSIF) in February 2016), which officially established a wholly owned offshore integrated platform for Shanxi Securities Co Ltd. The company now provides a comprehensive range of services, including global securities, futures and options, global asset allocation, corporate offshore financing, merger & acquisition advisory, and commodities trading.

According to Jerry Tse, Chief Executive Officer, Hong Kong is an international wealth management centre backed by a sophisticated legal system, simple and low tax regime and capital flow is open and highly liquid. "With access to resources from both Mainland China and overseas, Hong Kong plays the role as an essential investment platform under the Belt and Road initiative, as well as a bridge

for Mainland Chinese companies to expand overseas." Most of the company's services are focus in Mainland and Hong Kong, they have clients spanning across Shanxi, Beijing-Tianjin-Hebei, the Yangtze River Delta, and the Greater Bay Area. The company riding on Hong Kong's robust and strong financial system to help more organisations to go towards global.

Talent is the Key

To distinguish itself from other competitors in the market, SSIF has launched a range of differentiated products and services, including Bond Connect, trade finance, investment and exchange-traded funds. Through a team of local professionals with profound experience in the finance industry and professional knowledge coupled with parent company's (SSL) support and onshore synergy. These are leading the company moving forward as a financial intermediary that fosters capital market operations as well as serving customers and the real economy.



Tse also sees a strong and diverse talent pool in the region. The Hong Kong government has spared no efforts and implemented numerous initiatives in nurturing the young generation in order to sustain Hong Kong's development and cement its status as the leading global financial centre.

"InvestHK has been our guide since our establishment in the city. They always connect us with the right people and network; hence saving us time and money from finding all the right resources ourselves," Tse concluded.

“With access to resources from both Mainland China and overseas, Hong Kong plays the role as an essential investment platform under the Belt and Road initiative, as well as a bridge for Mainland Chinese companies to expand to overseas.”

Jerry Tse

Chief Executive Officer

Shanxi Securities International Financial Holdings Limited

Shanxi Securities International Financial Holdings Limited

- An important offshore financial institution of the Shanxi Province
- Hong Kong office currently employs 80 staff and plans to hire more to facilitate its continuing business expansion

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